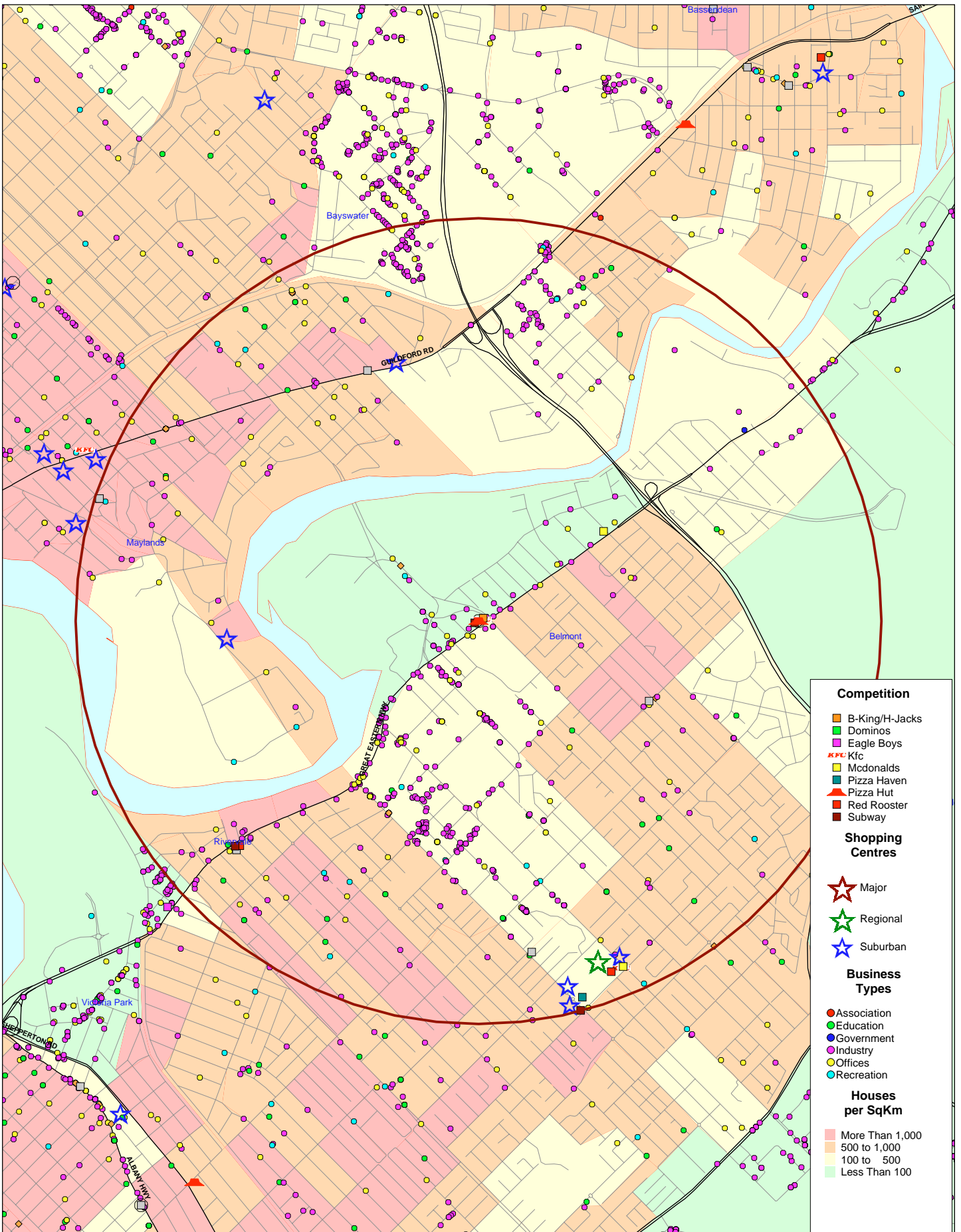




# Local Area Marketing Map

## Belmont - 1666

### 3 Km Radius



**Competition**

- B-King/H-Jacks
- Dominos
- Eagle Boys
- KFC
- Mcdonalds
- Pizza Haven
- ▲ Pizza Hut
- Red Rooster
- Subway

**Shopping Centres**

- ★ Major
- ★ Regional
- ★ Suburban

**Business Types**

- Association
- Education
- Government
- Industry
- Offices
- Recreation

**Houses per SqKm**

- More Than 1,000
- 500 to 1,000
- 100 to 500
- Less Than 100

Produced For: LAM Agency

Sources: Australian Bureau of Statistics © & GIS Australia Mapping Services ©

Date: April, 2001

Reference: PH.wor

# Demographic Summary



## Belmont - 1666 Trade Area

3 Km Radius

Category	Trade Area %	National %	Category	Trade Area %	National %
<b>Total Population</b>			<b>28,762</b>		
<b>Total Households</b>			<b>12,830</b>		
<b>Age :</b>			<b>Birthplace :</b>		
Persons aged 0-14	16.2%	21.6%	Australian Born	64.2%	73.9%
Persons aged 15-24	14.4%	14.5%	Born OS, Eng. Speaking	14.9%	8.6%
Persons aged 25-39	26.0%	23.4%	Born OS, other language	15.4%	13.2%
Persons aged 40-54	18.3%	20.0%	Speaks English Poorly	2.1%	2.3%
Persons aged 55-69	14.0%	12.1%	Born UK Ireland	11.5%	6.3%
Persons aged 70+	11.1%	8.3%	Born Southern Europe	3.1%	3.6%
<b>Average Hhld Income :</b>	\$ 24,109	\$ 34,460	Born Other Europe	4.3%	2.5%
<b>Transport :</b>			Born Middle East	0.6%	1.1%
Vehicles per Hhld	1.2	1.4	Born SE Asia	3.6%	2.5%
Travels to work by car	67.3%	58.9%	Born NE Asia	0.7%	1.4%
<b>Occupation :</b>			Born Southern Asia	1.8%	0.8%
Managers & Administration	5.5%	9.5%	Visitors	6.4%	5.4%
Professionals	14.4%	17.6%	<b>Language at Home: :</b>		
Associate Professionals	11.1%	11.6%	Chinese	1.2%	1.8%
Tradespersons	14.8%	13.4%	Greek	0.3%	1.4%
Advanced Clerks	4.5%	4.5%	Italian	2.4%	2.1%
Sales & Clerical	28.8%	25.5%	Spanish	0.3%	0.5%
Production & Transport	10.6%	8.9%	Turkish	0.1%	0.2%
Labourers	10.3%	9.0%	Vietnamese	0.7%	0.7%
<b>Labour Force :</b>			<b>Occupancy :</b>		
Employed	88.5%	90.8%	Owns Dwelling	33.9%	43.6%
Unemployed	11.5%	9.2%	Buying Dwelling	25.3%	27.2%
In Labour Force	59.6%	61.9%	Renting Dwelling	40.7%	29.2%
Not in Labour Force	40.4%	38.1%	<b>Structure of Dwelling :</b>		
<b>Family Types :</b>			Separate House	63.2%	78.1%
Two Parent Families	21.3%	36.9%	Terrace & Townhouse	20.7%	8.4%
One Parent Families	12.9%	10.3%	Flat, Unit & Apartment	16.0%	13.5%
Couples, no Offspring	23.5%	25.1%			
Lone Person Hhld	36.3%	23.4%			
Group Households	6.0%	4.3%			

Sources: Australian Bureau of Statistics ©, Census of Population & Housing 1996, GIS Australia ©

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## Business Demographic Profile

Belmont - 1666 Trade Area

3 km Radius



ANZSIC Industry Division	# Business Locations	Estimated Employment	# Locations Employing > 20	% Local Area Employment	% National Employment
Accommodation, Cafes and Restaurants	59	817	13	3.0%	4.5%
Agriculture, Forestry and Fishing *	6	22	0	0.1%	1.4%
Communication Services	18	501	4	1.8%	0.7%
Construction	242	2,296	28	8.5%	11.9%
Cultural and Recreational Services	57	460	2	1.7%	2.6%
Education	38	586	9	2.2%	2.5%
Electricity, Gas and Water Supply	1	0	0	0.0%	0.3%
Finance & Insurance	54	372	4	1.4%	4.3%
Government Administration and Defence	15	472	7	1.7%	0.9%
Health and Community Services	129	1,382	12	5.1%	8.2%
Manufacturing	<b>367</b>	<b>5,474</b>	<b>65</b>	<b>20.2%</b>	<b>7.0%</b>
Mining	21	485	5	1.8%	0.4%
Personal and Other Services	124	875	9	3.2%	5.6%
Property and Business Services	351	2,500	19	9.2%	19.6%
Retail Trade	450	3,576	26	13.2%	17.5%
Transport and Storage	<b>189</b>	<b>2,819</b>	<b>30</b>	<b>10.4%</b>	<b>5.2%</b>
Wholesale Trade	<b>421</b>	<b>4,529</b>	<b>44</b>	<b>16.7%</b>	<b>7.5%</b>
<b>Totals</b>	<b>2,542</b>	<b>27,166</b>	<b>277</b>	<b>100.0%</b>	<b>100.0%</b>

Source: Business Register (September 1998 extract), Australian Bureau of Statistics

\* excludes non-employing farms